BA (Hons) Advertising
BA (Hons) Marketing
Communications
BA (Hons) Public Relations

Level H option

Corporate Sponsorship

Unit Guide 2014-15

Unit leader:
Dr Tasos Theofilou
Room W424
☎ (01202)961392
∧heofilou@bournemouth.ac.uk
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Definitive Information for Corporate Sponsorship

HOURS
Student study hours: 8 hours per week (minimum) x 16 weeks (128 hours minimum)
Class contact: 4 hours per week; 2 lectures and 2 weekly seminars

UNIT LEADER
Dr Tasos Theofilou
Office: W424
Telephone: 01202 961392
E-mail: atheofilou@bournemouth.ac.uk

Introduction
Welcome to the Corporate Sponsorship unit. The unit provides an insight into the growing areas of sponsorship from both an academic and a practitioner's perspective. It will draw upon materials from relevant texts, practitioner based articles and case material. In addition, journal articles will be considered which debate the relevance of alternative forms of sponsorship activity. The module will adopt a strategic view to the areas as well as a more practical applied tactical approach.

AIMS
The aim of this unit is to enable students to analyse the growing importance of corporate sponsorship as a marketing communication tool, understand how sponsorship might work, evaluate approaches in assessing sponsorship effectiveness, and develop a critical understanding of using relevant marketing activities to leverage the sponsorship outcomes.

INTENDED LEARNING OUTCOMES
Having completed this unit, the student is expected to:

1. Comprehend the different definitions of sponsorship and identify corporate sponsorship objectives.
2. Examine the development of sponsorship as a fully integrated marketing communications channel.
3. Understand the corporate sponsorship decision-making process.
4. Appreciate the variety and different forms of sponsorship activities.
5. Critically evaluate the effectiveness of sponsorship programmes.
6. Consider contemporary and ethical issues in sponsorship.

INDICATIVE CONTENT

- History and growth of sponsorship
- Impact on marketing communications and marketing strategy
- Sponsorship decision making process
- Event marketing and sponsorship
- Sports and arts sponsorship
- Globalization of event sponsorship
- Ambush marketing
- Linking sponsorship and cause related marketing
• Measuring sponsorship effectiveness
• Endorsement and celebrity endorser

LEARNING AND TEACHING METHODS

This unit will employ a variety of learning and teaching methods. Lectures, student-led seminars and practical workshops will draw on analysis of theory and practice through case studies, non-assessed group activities. These learning and teaching vehicles will, in combination with the formal assessment of the unit, enable the students to meet the intended learning outcomes. Tutorials will also be held if and where appropriate.

ASSESSMENT

Summative Assessment
ILOs 1-6 will be assessed by 100% coursework.

Indicative Assessment
Typically, the coursework for this unit will comprise of two elements. An individual assignment and a group assignment followed by a presentation.

Formative Assessment
Seminar discussion, pilot work and tutorials (if and where appropriate) will contribute formatively to all learning outcomes.

Summative assessment of the learning outcomes will take the form of two pieces of coursework:

Individual assignment: 50% of the total unit mark
Group assignment + presentation: 50% of the total unit mark
Key reference texts


Journals

European Journal of Marketing
Journal of Advertising
Psychology & Marketing
International Journal of Advertising
Journal of Marketing Communications
Journal of Services Marketing
International Journal of Sport Marketing and Sponsorship
Journal of Sport Management
Journal of Sponsorship

Web-based resources

www.sportbusiness.com
www.hollis-sponsorship.com
www.sponsorship.com
### Corporate Sponsorship – Programme

**Note:**
Lecture A & B – Monday @ 13.00 – 15.00, KG03

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Lecturer</th>
<th>Seminar</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>w/c 29/09/2013</td>
<td>A &amp; B – Induction to unit</td>
<td>Tasos Theofilou</td>
<td>Independent learning activity</td>
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<tr>
<td>2</td>
<td>w/c 06/10/2013</td>
<td>Seminar group A ONLY</td>
<td>Student led</td>
<td>Student led discussion</td>
</tr>
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</table>
| 3    | w/c 13/10/2013 | A – History and nature of sponsorship  
B – Sponsorship management process | Tasos Theofilou  | Assignment Brief 1 : Tasos            |
| 4    | w/c 20/10/2013 | Newspaper research. Library search                                   | Ian Marshland     | Qualitative Research and Sponsorship   |
| 5    | w/c 27/10/2013 | A - Celebrity endorsement  
B - Crisis management                                                    | Tasos Theofilou  | Student led discussion                 |
| 6    | w/c 03/11/2013 | Reading week                                                         |                   |                                        |
| 7    | w/c 10/11/2013 | Field trip: AFC Bournemouth                                          | Rob Mitchel       | Assignment Brief 2                     |
| 8    | w/c 17/11/2013 | Discussion/Support (Venue TBC)                                       | Tasos Theofilou  | Quantitative Research and Sponsorship  |
| 9    | w/c 24/11/2013 | A – Sponsorship and Strategy  
B – Sport Sponsorship                                                    | Tasos Theofilou  | Quantitative Research and Sponsorship  |
| 10   | w/c 01/12/2013 | Research Week                                                        |                   |                                        |
| 11   | w/c 08/12/2013 | Tutorials                                                            | Tasos Theofilou  | Tutorials                              |
| 12   | w/c 05/01/2014 |                                                                 |                   | Projects & Tutorials                   |
| 13   | w/c 12/01/2014 |                                                                 |                   | Group presentations                    |
Recommended Reading Week-By-Week

You are mainly expected to search for additional literature that you find particularly interesting or relevant to the lecture topic, your needs and experiences. The following is only a brief list of recommended references for each of the lectures... you do not have read all of the suggested readings (even though it is highly recommended).

Week 1 – Sep 29
Induction to unit – student discussion

Week 2 – Oct 06
Student led week. What is Sponsorship? Where/when is Sponsorship used? What does sponsorship achieve? Under which discipline do we find Sponsorship? How do we evaluate Sponsorship? Each student will have 5 min to present findings.

Week 3 – Oct 13

Lecture A - Nature and History of sponsorship

Lecture B – The sponsorship management process

Week 4 – Oct 20

Researching newspapers and magazines

Week 5 – Oct 27

Lecture A - Endorsement and celebrity endorser
• Thwaites, D., B. Lowe, et al. (2012). The Impact of Negative Publicity on Celebrity Ad Endorsements, Psychology & Marketing 29, 9, 663-673.

Lecture B – Crisis management and sponsorship

Week 6 – Nov 03

Reading week

Week 7 – Nov 10

Field Trip to AFC Bournemouth Stadium. Rob Mitchel will deliver talk about sports sponsorship and brief for 2nd assignment

Week 8 – Nov 17

Discussion/support. No lecture

Week 9 – Nov 24
Lecture A – Sports sponsorship


Lecture B – Sponsorship and strategy

Week 10 – Dec 01

Research week

Week 11 – Dec 08

Tutorials

Week 12 – Jan 05

Tutorials

Week 13 – Jan 12

Hand-in deadline & Presentation
Assignments and Marking Criteria

Assignment 1: Individual Assignment

<table>
<thead>
<tr>
<th>Coursework Assignment Brief</th>
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<tr>
<td>Programme Title: BAAM, BAPR, BAMAR</td>
<td>Level H</td>
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<tr>
<td>Unit Title: Corporate Sponsorship</td>
<td></td>
</tr>
<tr>
<td><strong>Title of Brief: Celebrity endorsement</strong></td>
<td>This assignment is a sub element of coursework worth 50% of the overall unit mark</td>
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THE BRIEF – INDIVIDUAL ASSIGNMENT

Your task is to investigate from a media perspective a celebrity crisis by using content analysis. Tutors will advise you on picking a celebrity which has experienced over the last few years a crisis and follow the stories written about him/her in the news. You will be examining the case by following the story as presented by specific media sources. The timeframe which will be explored starts one week before of the initial date that the crisis is reported and ends three weeks after the crisis is reported for the first time (i.e. four week in total).

Having undertaken content analysis you are then asked to think as the rep of an organization endorsing the “under crisis” celebrity and make the following recommendations: a) was the celebrity a good fit in the first place (prior to crisis) and why? b) What would you advice the endorser to do during the crisis and why?, c) is the celebrity worth supporting after the crisis or should the organization drop the endorsement and why?

Criteria

Quality of Argument/Content regarding suitability of celebrity prior to crisis (25%)
- Evidence of research, reading and source materials appropriate to the theme
- Celebrity's personal attributes (and importance of these attributes)
- Celebrity's role in domain of expertise
- Stakeholders approached

Quality of Argument about crisis (30%)
- Types of crisis in the specific industry
- Consequences of crisis
- How do stakeholders experience a crisis
- Evidence of research (breadth and originality of sources)

Quality of recommendations made after crisis (25%)
- Effects of crisis on stakeholders
- Effects of crisis on endorser and endorsee
- Level of secondary (and primary, if appropriate) research undertaken
- Extent to which research has informed the recommendations in the project

Quality of content analysis (10%)
- Development of instrument
- Quality of data collected
- Interpretation of data

Structure and presentation (10%)
- Clarity and coherence of project
- Extent of systematic development of ideas, issues and content in logical order
- Use of headings and sub-headings
- Extent to which work is easy to follow and authoritative
- Professional writing style and appearance
- Spelling and grammar
- Appropriate use of reference and citations procedures (Harvard-style)
# Submission Details

- The assignment will not exceed the 2,000 words excluding headings, subheadings, cover page, reference list and appendices.

## Deadline

- Hand-in date: 17/11/14 through admin office.
- Time: 12.00 pm
- Your feedback and mark for this assignment will be provided by the 08th December 2014

## Help and Support

A series of activities and seminars have been scheduled to handle any questions arising from this assignment brief.

- You must acknowledge your source every time you refer to others’ work, using the **Harvard Referencing** system (Author Date Method). Failure to do so amounts to plagiarism which is against University regulations. Please refer to [www.bournemouth.ac.uk/library](http://www.bournemouth.ac.uk/library) for the University’s guide to citation in the Harvard style.
- Students with **Additional Learning Needs** may contact Learning Support on [www.bournemouth.ac.uk/disability_support](http://www.bournemouth.ac.uk/disability_support).
- General **academic support** is available via the Academic Skills community on myBU.
- **Additional support** is provided by the School. International postgraduate students should contact Sue Court, all other undergraduate and postgraduate students should contact Marian Mayer via Christine Clack, to make an appointment. They are both based in W218.
- If you have any valid **mitigating circumstances** that mean you cannot meet an assignment submission deadline and you wish to request an extension, you will need to complete and submit the Mitigating Circumstances Form for consideration to your Programme/Framework Administrator together with appropriate supporting evidence (e.g., GP note) normally before the coursework deadline. Further details on the procedure and the mitigating circumstances form can be found at [www.bournemouth.ac.uk/student/mitigating](http://www.bournemouth.ac.uk/student/mitigating). Please make sure you read these documents carefully before submitting anything for consideration.

Disclaimer: The information provided in this assignment brief is correct at time of publication. In the unlikely event that any changes are deemed necessary, they will be communicated clearly via e-mail and myBU and a new version of this assignment brief will be circulated.

Version: 1
Assignments and Marking Criteria

Assignment 2: Group Assignment plus presentation

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THE BRIEF

In groups of 5 (or 4 depending on final numbers) you will be responding to the brief provided by AFC Bournemouth.

In a nutshell: “Perhaps the advertising and marketing attempts that sponsors implement don’t necessarily lead to stakeholder engagement. Why is that? What could be improved? Additionally it is up to you and your team to explore stakeholder views and research the real value for the sponsoring organization/brand.”

Please ensure that you can obtain sufficient information to address the brief in full.

Then: CRITICALLY EVALUATE STAKEHOLDER ENGAGEMENT WITH SPONSORS AND VICE VERSA

In addressing the brief you may wish to consider a broad range of issues which fall within the general areas of selection, implementation, evaluation and management. Many of these issues will have been addressed in the lecture/class program, associated readings and by guest speakers.

Students will be expected to illustrate a knowledge and understanding of the literature relating to sponsorship and the ability to apply it to a practical situation by way of critical analysis and evaluation.

Assignment Hints…Sponsorship

Based on the material that has been accumulated from a variety of sources: tutor- driven discussions, class case material, handouts, journal articles, formal lectures and most importantly your own additional literature search, you need to develop a check list of the steps and procedures (in logical sequence) that contribute to an effective sponsorship. This should be related to the specific form of sponsorship you have chosen.

This framework will give you a guide as to the sort of material you need to collect about the brief provider. Please do not approach the brief provider for any type of clarifications or questions.

IMPORTANT

This assignment is information driven and a failure to obtain information will severely limit your scope for subsequent analysis. Do not leave it too late before trying to obtain information. Divide your group and have several activities running together.

Marking Criteria:
1. Information search 20% Quality of primary research;
   Quality of secondary research;
   Quality of supporting materials.
2. Critical analysis 30% Choice of appropriate theoretical framework;
   Integration of theory and primary/secondary evidence with analysis.
3. Quality of the check list 10% Whether the steps and procedures are in logical sequence;
   Whether it is related to the specific form of sponsorship you have chosen.
4. Limitations & recommendations 10% Reflection on the research limitations;
   Practical recommendations for future sponsorship programmes from the sponsor’s perspective.
5. Structure and presentation of the case study 10% Appropriate structure and
SUBMISSION DETAILS

There are 2 parts to the assessment:

1. Hard copy of your presentation slides together with a written case study. The final word count for the case study should be a maximum of 3,000 words (excluding references and appendices). An appropriate academic writing style should be used.

2. 20 minutes presentation by group members, utilizing appropriate presentation techniques, and

It is important that the framework you build and use in the analysis section is based on a sound review of the academic literature and referenced accordingly.

Students must note the penalties for exceeding word-count. This penalty is correlated with the percentage that you exceed the word count (e.g. 10% over the word count equals to 10% off your mark, 22% over the word count equals to 22% off your mark). Appendices are permitted.

Late submission of work without a properly approved extension will receive a zero.
**DEADLINE**

The oral presentations will take place in the final sessions of the unit. The deadline for handing in the written work will be at:

12 noon 12th January 2015

One hard copy of the assignment including the supporting materials must be submitted to the Assignment Submission Box in Weymouth House, and an electronic copy must also be included.

**HELP AND SUPPORT**

Questions arising from this assignment brief should be handled by the 12th December 2014. No clarifications will be given after this date. The assignment will be briefed on w/c 10 November. Please use seminars to raise related questions.

• You must acknowledge your source every time you refer to others’ work, using the Harvard Referencing system (Author Date Method). Failure to do so amounts to plagiarism which is against University regulations. Please refer to [www.bournemouth.ac.uk/library](http://www.bournemouth.ac.uk/library) for the University’s guide to citation in the Harvard style.

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